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# CHRYSANTHEMUMS

*Florists' Wholesale List*



OCTOBER HERALD

ELMER D. SMITH & CO.

ADRIAN, MICH.

# TERMS OF SALE

**OUR ENDEAVOR** is to please by supplying healthy strong plants true to name, prompt shipments, lightly and securely packed.

Claims for goods arriving in an unsatisfactory condition from any cause are without hesitation promptly adjusted.

We allow 60 days to those of approved credit, or 3% discount for cash with order.

We believe most Florists are honest, but to guard against losses, unknown correspondents are requested to furnish satisfactory reference—in fact we insist.

**WE ASK OUR PATRONS** to place their orders as early as possible, this facilitates early deliveries.

When shipments are frozen or otherwise damaged in transit, please notify us at once, stating date received, so that it may be traced and claim entered against carriers.

**TRANSPORTATION.**—In most cases plants travel better and are more satisfactory to the recipient when forwarded by Express and we recommend this method above all others. We invariably ship by express unless otherwise instructed.

**EXPRESS FACILITIES.**—Our local companies are the American and Wells-Fargo who, under the new schedule, agree to transport and deliver plants, either themselves or by the assistance of the Adams, Canadian, Canadian Northern, Dominion, Globe, Great Northern, National, Northern, Southern and Western Express Companies, to destination; the rate being the same when handled by one or more companies and whether sent collect or prepaid.

**PARCEL POST.**—Many have been misled in the belief that parcel post is cheaper than express. There are but two cases where it is less, first, small packages of five pounds or less; second, shipments to the first three zones, or within 300 miles from Adrian.

The following table shows amount of charges by Express and Parcel Post:

	Zones	—5 lbs.—		—10 lbs.—		—20 lbs.—	
		Exp.	P.P.	Exp.	P.P.	Exp.	P.P.
Baltimore .....	4	\$0.29	\$0.23	\$0.29	\$0.43	\$0.42	\$0.83
Boston .....	5	.30	.32	.30	.62	.46	1.22
Denver .....	6	.41	.41	.47	.81	.78	1.61
Indianapolis .....	3	.25	.14	.25	.24	.30	.44
Phoenix .....	7	.50	.51	.75	1.01	1.34	2.01
San Francisco .....	8	.67	.60	.85	1.20	1.50	2.40

From the foregoing it will be seen that the longer the haul and the heavier the package the greater the saving when shipped by Express.

**NO GUARANTEE.**—While we exercise the utmost care in executing all orders, to keep our stock true to name, we give no warranty, expressed or implied, and cannot guarantee or be in any way responsible for the crop, either as to variety or product. If not accepted on these terms they must be returned at once.

# Chrysanthemum Growers

## READ THIS

We began specializing in Chrysanthemums in 1890. In 1907 we discontinued all other branches of floriculture and since have directed our entire attention to them.

We are the only Firm in America growing Chrysanthemums exclusively. We have been originating new varieties since 1890—and have sent out over three hundred of our own origin.

During this quarter century our products (in most instances) have been the money-makers for the growers.

Of the imported varieties we buy such as in our judgment should be given a place among the good things.

**WE HAVE NO AGENTS, OUR CATALOGUE IS OUR SALESMAN.**

We sell to you as cheap as any one considering the quality and time of delivery—all in the trade are treated absolutely alike.

If we have any concessions to make from accumulated stock our customers receive the benefit of such reductions.

## WHAT MUMS SHALL I GROW NEXT YEAR?

This question comes to the mind of all who grow this class of plants.

The Grower who consigns his output needs but a few varieties while the Florist retailing his own crop has a wider field to select from and must resort to other kinds to supply his customers with work showing the highest development in floral art.

Some kinds that were popular ten years ago are the same today—while many others have been found wanting.

**Which** varieties give the highest percentage of perfect blooms and **which** are the earliest and latest in the various types?

**Which** are the most pleasing colors or most artistic in form?

**Which** should be planted early and **which** may be planted late with fair results?

**Which** will produce two or three salable blooms and **which** are best grown to single stem?

**Which** require the earliest bud to reach the highest standard and **which** give best results from late ones?

We shall be pleased to give you the benefit of our experience in solving any or all of the above questions free of charge.

**ASK US**



## COMMERCIAL SECTION

The varieties best suited for the commercial grower are those which have sturdy, upright growth, with good stem and foliage, are of pleasing color and (with the exception of a few early varieties) produce double flowers from the late or terminal bud. We have endeavored to give the height the plants attain and best date to reserve buds. In giving the height it must be considered only approximate, as much depends upon the size of plants at planting time and conditions maintained thereafter.

## New American Chrysanthemums for 1917

Originated by Elmer D. Smith & Co.

Those interested in commercial varieties should not fail to avail themselves of the following five sterling Novelties. They surpass existing kinds in their respective season. All have been certified by C. S. A.

**DELIVERIES TO BEGIN ABOUT FEBRUARY 15.**

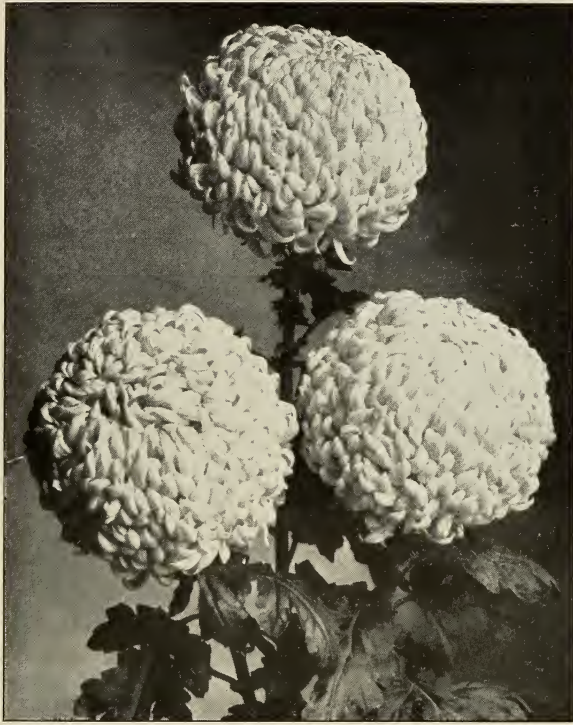
**Five plants of a kind at ten, twenty-five at hundred rate.**

No discount for rooted cuttings from this section, price same as for plants.



**Smith's Imperial.**—We consider this one of our greatest achievements in the improvement of Commercial Chrysanthemums. An incurved white, fully developed Oct. 22nd, good from any bud Aug. 25th, and after. Dwarf habit, 4½ ft.; from May planting will produce three to four perfect flowers per plant for those who prefer them only medium size. Has abundant dark, glossy foliage extending up to the bloom, short-jointed, ridged stem. Recommended for certificate by all five of the C. S. A. Committees.

Price—75c each; \$6.00 per ten; \$50.00 per hundred.



**Helen Lee.**—Belongs to the Midseason section, maturing the first week in November. Color a very delicate flesh or light Enchantress Carnation color. Very perfect incurved form, excellent stem and foliage, height 4 ft. Select bud the last of August. C. S. A. Cert.

Price—75c each; \$6.00 per ten, \$50.00 per hundred.

**October Herald.**—An orange yellow, similar in color to Old Gold or Modello; in form reflexed with somewhat twisted petals. Best blooms from buds selected Aug. 25th, and may be grown eight inches or more in diameter. Strong upright growth,  $4\frac{1}{2}$  to 5 ft., from May planting, with good stem and foliage. Its striking color invariably brings forth the strongest expressions of admiration from all lovers of the Chrysanthemum. C. S. A. Certificate.

Price—75c each; \$6.00 per ten; \$50.00 per hundred. (See cut front cover.)

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OWING TO THE FREQUENT DELAYS IN DELIVERY BY PARCEL POST WE WILL NOT ADJUST CLAIMS FROM THIS CAUSE. PURCHASERS MUST BE RESPONSIBLE.

READ TERMS OF SALE INSIDE OF FIRST COVER BEFORE MAKING ORDER.



**Yondota.**—Owing to the extreme scarcity of good early pinks, we are prompted to submit this variety to the public, with the assurance it will meet general favor. A beautiful shade of rose pink, entirely free from the objectionable magenta shade so often found in pink Chrysanthemums; matures Oct. 25th, from buds selected Aug. 25th. Flowers from later buds are inclined to show the center, but if cut before fully developed will find ready demand, as it appeals to all who are partial to this color. Stem and foliage excellent, 5 ft. from May-planted stock. C. S. A. Cert.

Price—75c each; \$6.00 per ten, \$50.00 per hundred.

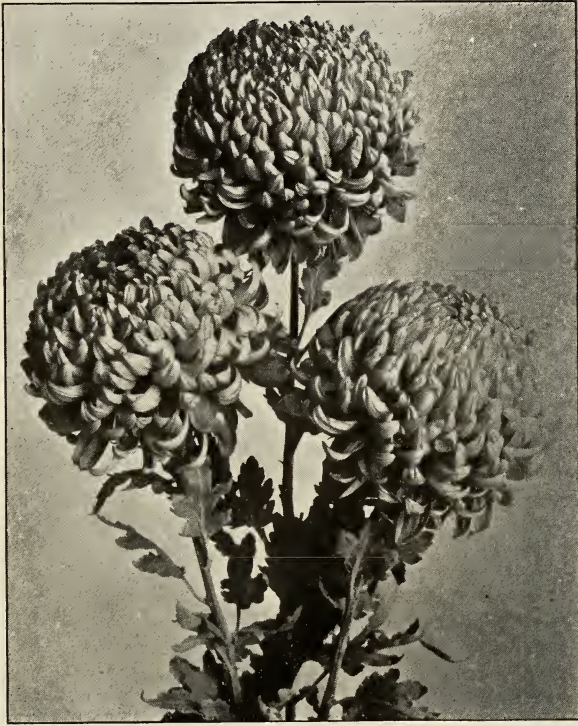
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THE PAST SEASON WE SUBMITTED TO THE CHRYSANTHEMUM SOCIETY'S COMMITTEE EIGHT SEEDLINGS AND ALL WERE AWARDED FIRST-CLASS CERTIFICATES. THE STRONGEST ENDORSEMENT THAT CAN BE GIVEN NEW VARIETIES, AS THESE FINDINGS ARE THE OPINIONS OF EXPERT JUDGES.

CUSTOMERS WHO HAVE NOT ESTABLISHED A CREDIT WITH US MUST SEND CASH WITH ORDER. THOSE DESIRING TO OPEN AN ACCOUNT WILL CONFER A FAVOR BY FURNISHING A BANK REFERENCE OR MENTIONING FIRMS FROM WHOM THEY HAVE PURCHASED ON TIME. WE MAKE NO SHIPMENTS TO UNKNOWN CUSTOMERS.

CHRYSANTHEMUMS HAVE BEEN OUR SPECIALTY FOR MANY YEARS. WE ARE GLAD TO GIVE ADVICE AS TO BEST VARIETY OR CULTURAL INSTRUCTIONS TO THOSE WHO REQUIRE THEM.





**December Queen.**—The latest yellow Chrysanthemum, maturing Nov. 25th to Dec. 5th, of unusual size considering the lateness, being 7" to 8" in diameter. Color bright yellow, approaching orange, slightly penciled with red; but as it is of the best incurved form these markings are scarcely noticed. Is darker in color than Golden Chadwick and Nagoya the two best late yellows in commerce. Double to the center from buds selected Sept. 20th to 30th, early ones will not develop. Four feet from June planting. C. S. A. Cert.

Price—75c each; \$6.00 per ten, \$50.00 per hundred.

Owing to limited stock we may defer distribution to early March.

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OWING TO THE INCREASED DEMAND WE HAVE PROVIDED A LARGE STOCK OF THE MOST POPULAR STANDARD KINDS. UNDER THESE CONDITIONS WE HOPE TO BE ABLE TO SUPPLY OUR PATRONS PROMPTLY WITH PLANTS OF THE HIGHEST QUALITY.

ALL QUOTATIONS GIVEN ARE FOR STRONG PLANTS FROM 2¼ IN. POTS, UNLESS OTHERWISE SPECIFIED. THESE ARE FORWARDED BY EXPRESS UNLESS WE HAVE EXPLICIT INSTRUCTIONS TO SHIP OTHERWISE. SEE TERMS OF SALE INSIDE OF FRONT COVER.

## INTRODUCTION OF 1916

\$2.00 per ten; \$15.00 per hundred; \$125.00 per thousand, except where otherwise quoted.

Not less than 5 plants of a variety at ten; 25 at hundred; 250 at thousand rate.

The prices quoted are for established plants from 2¼" pots. We allow 20% discount (1/5) to those desiring rooted cuttings (with the exception of the Novelties for 1917) provided not less than 25 of a variety are ordered.

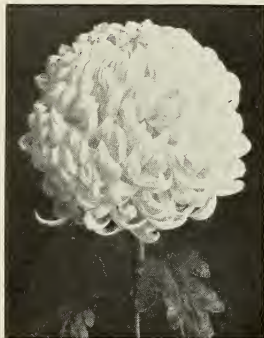
Height Bud



Early Rose



Tiger



Josephine Foley



October Queen

3½ 9/10 Autocrat.—A large pure white of fine form with good stem and foliage. It comes about same time as the Eatons.

\$1.00 per ten; \$8.00 per hundred.

3 8/20 Early Rose.—Rose color as the name implies of a very pleasing shade, incurved form, excellent stem and foliage. Second early pink.

3½ 8/20 Golden Gleam.—Bright yellow of reflexed form, strong stem and heavy foliage, early mid-season.

\$1.00 per ten; \$8.00 per hundred.

4 8/25 Josephine Foley.—The best white introduced last year. Purest white, strong in growth and stem. Early mid-season.

4 9/10 Mrs. M. R. Morgan.—A bright yellow sport from Yellow Eaton of reflexed form and ready with Eatons.

\$0.80 per ten; \$6.00 per hundred.

4 8/25 October Queen.—Pure white, large size, maturing Oct. 15 to 20th, exceptionally fine stem and foliage.

4 9/5 Tiger.—(Name supplied by President Wilson.) Bright yellow, a shade darker than Chrysolora; gives double flowers from late buds; matures Oct. 20th. Stem and foliage unsurpassed. Those who do not succeed with Chrysolora from late planting should try Tiger.

### ROOTED CUTTINGS.

We supply rooted cuttings at 20% discount (1/5) from prices quoted which are for established plants from 2¼" pots. Provided not less than 25 of a kind are ordered—in smaller quantities the plant price prevails. The only exceptions are the Novelties for 1917, which are October Herald, Smith's Imperial, Helen Lee, Yondota, December Queen, Little Gem, The Crest, and Miss Anola Wright; also the Singles, Early Hardy and Decorative Section, which are sold only at plant prices.



## STANDARD VARIETIES

### EARLY.

To secure early flowers it is of the utmost importance that they be planted early. Good strong plants from 3-in. pots benched in May give very satisfactory results. In case the buds are not formed at the date given reserve the first that appears thereafter.

**\$3.00 per hundred; \$27.50 per thousand, except where otherwise quoted.**

**Not less than 25 of a variety at hundred; 250 at thousand rate.**

The prices quoted are for established plants from 2¼-in. pots. We allow 20% discount (1/5) to those desiring rooted cuttings (With the exception of the Novelties for 1917), provided not less than 25 of a variety are ordered.

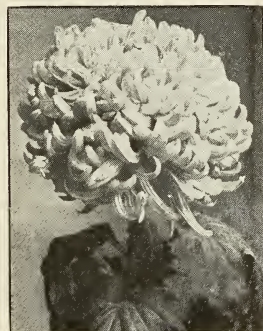
- 4     8/20     **Chas. Rager.**—Pure white incurved, producing a high percentage of perfect blooms.
- 4     8/20     **Chrysolora.**—(Introduced by us in 1911.) The best yellow for early October. Fine incurved form with perfect stem and foliage to the bloom. Also useful for early exhibitions.



Smith's Advance



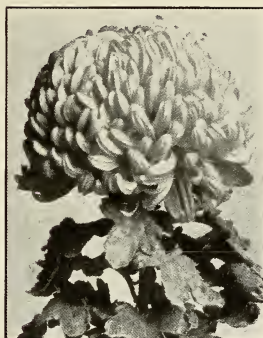
Chrysolora



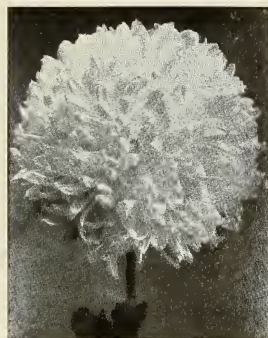
Unaka



Golden Queen



Marigold



Oeonto

- 2½     8/20     **Comoleta.**—(Introduced by us in 1907.) From early buds in perfection October 15th; color, bright yellow. Fine for pot culture. Dwarf.
- 4     8/15     **Crystal Gem.**—(Introduced by us in 1915.) The best white for October 10th to 20th. Strong grower and easy to manage, giving a high percentage of perfect blooms. Good stem and foliage.
- 3     8/20     **Early Frost.**—A very good early white to follow Smith's Advance, pure white, incurved.
- 3½     8/20     **\$4.00 per hundred; \$35.00 per thousand.**
- 3     8/20     **Early Snow.**—A pure white improved Polly Rose.
- 3½     7/10     **Glory of Pacific.**—A good shade of pink when in color.
- 3½     7/10     **Golden Glow.**—(Introduced by us in 1908.) Bright yellow, good stem and foliage. Blooms may be had from Aug. 15 to Oct. 20, if planted in succession and first bud secured.
- 3½     8/10     **Golden Queen.**—(Introduced by us in 1915.) The best yellow for early October, maturing about the 10th. Same color as Golden Glow, fine incurved form and double from any bud. Strongly indorsed by last year's purchasers. Those who do not succeed with Golden Glow should try this fine yellow.
- \$4.00 per hundred; \$35.00 per thousand.**

- 2½ 8/20 **Ivory.**—This variety is not as large as some, still it is a good commercial white. Good stem. Dwarf.
- 5 8/20 **Marigold.**—(Introduced by us in 1915.) As a yellow is unsurpassed both as to size and color maturing October 20 to 30th. A monster flower, being equally well adapted for early shows as for commercial use. Securing the bud Aug. 20th to 25th is the most important detail to insure success, otherwise the flowers are undersized and show the center.  
\$4.00 per hundred; \$35.00 per thousand.
- 3 8/25 **Mrs. B. E. Hayward.**—Bright pink of the best incurved form. Maturing about October 20th. Dwarf habit.
- 4 8/25 **Oeonto.**—(Introduced by us 1914.) Very popular as an early mid-season white. The large blooms are produced on strong, upright stems.
- 3½ 8/20 **Pacific Supreme.**—(Introduced by us 1908.) Pink, intermediate between Pacific and Wm. Duckham, and is sufficiently permanent to admit of full development without the bloom fading.
- 2½ 8/20 **Pink Ivory.**—A pink sport from Ivory, and for best color should be grown with abundance of air, and avoid early buds.



Naomah



Dick Witterstaetter



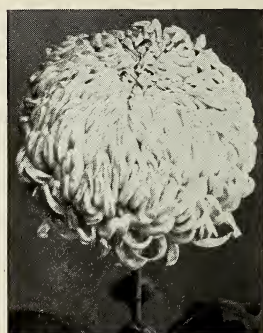
Roman Gold



White Perfection



Chieftian



Smith's Sensation

- 2 8/20 **Polly Rose.**—(Estelle.) White sport from Glory of Pacific. Extra good.
- 3½ 8/15 **Roserie.**—(Introduced by us 1906.) One of the best early pinks, being a clear, bright color.
- 3½ 7/5 **Smith's Advance.**—(Introduced by us 1911.) The earliest large flowering white. Can be had from July onward according to date of planting and selecting buds. Being more dwarf and flowers more double than October Frost, it is a decided improvement on that variety.
- 4 8/5 **Unaka.**—(Introduced by us 1911.) Being a strong grower with perfect stem and foliage, a fine incurved bloom of a pleasing shade of pink and maturing the first week of October, places it foremost among the early pinks.
- 2½ 8/20 **Yellow Ivory.**—A bright yellow sport from Ivory.

#### MID-SEASON.

In giving the height of mid-season varieties we have based our estimate on good, strong plants, benched June 15th. In favorable seasons some of the varieties will perfect blooms a few days before November 1st, and as climatic conditions have much to do with flowering season, the figures given must not be considered infallible.

\$3.00 per hundred; \$27.50 per thousand, except where otherwise quoted.

Not less than 25 of a variety at hundred; 250 at thousand rate.



## Height Bud

- 4 8/30 **Chieftain.**—Probably the most popular pink among the growers and will be grown in large quantities the coming season. Good in every way.
- 5 9/15 **Col. D. Appleton.**—One of the best yellows for commercial and exhibition use.
- 4 8/25 **Dick Witterstaetter.**—(Introduced by us 1911.) A beautiful shade of bright crimson; blooms reflex and show the crimson to best advantage. Should be planted not later than June 15th to secure bud August 25th for best results.  
\$4.00 per hundred; \$35.00 per thousand.
- 4 9/5 **Golden Eaton.**—A golden yellow sport from Eaton. A great improvement over the old variety.  
\$4.00 per hundred; \$35.00 per thousand.
- 4 9/5 **Lavender Queen.**—(Introduced by us 1890.) Light lavender pink, an extremely pleasing shade. Reflexed form. Late mid-season.  
\$4.00 per hundred; \$35.00 per thousand.
- 3 8/25 **Mary E. Meyer.**—(Introduced by us 1913.) Purest paper white, short jointed growth, being especially adapted to commercial use. Has been well received the past season.
- 4 8/25 **Modello.**—(Introduced by us 1915.) Most striking in color and form. Golden Amber. Like a hugh decorative Dahlia. Where artistic effects in orange are desired it has no equal. Easy to grow, maturing the first week in November.  
\$4.00 per hundred; \$35.00 per thousand.
- 3½ 8/25 **Mrs. H. Robinson.**—Incurved white, good for single stem pot plants.
- 3½ 9/5 **Mrs. W. T. McNeice.**—Rosy lilac, reflexed form, excellent upright growth.  
\$4.00 per hundred; \$35.00 per thousand.
- 4 8/20 **Naomah.**—(Introduced by us 1910.) Its pure white, perfect incurved blooms and fine stem and foliage give it first place among the commercial whites.  
\$5.00 per hundred; \$40.00 per thousand.
- 2½ 8/25 **Patty.**—A beautiful Enchantress pink Japanese; dwarf. This is very fine both in color and habit; does not fade.
- 4 9/5 **Pink Gem.**—(Introduced by us 1912.) A pleasing shade of light pink, perfect form, ideal stem and foliage, and wonderful substance.
- 3 9/5 **Pres. Roosevelt.**—(Introduced by us 1906.) Very short jointed, requires early planting to secure long stems; beautiful incurved form, stem and foliage ample. Blush with darker center petals.  
\$4.00 per hundred; \$35.00 per thousand.
- 4 8/20 **Ramapo.**—Color of Col. D. Appleton; splendid foliage up to the bloom; does not show the raised center as Appleton. A first-class yellow.
- 4 8/25 **Roman Gold.**—(Introduced by us 1911.) A very intense yellow, maturing November 1st to 10th. Perfect stem and foliage, easy to manage. From late buds they show the bronzy tints in the depths of petals, but this rather adds to their beauty.  
\$4.00 per hundred; \$35.00 per thousand.
- 3 8/30 **Smith's Ideal.**—(Introduced by us 1914.) A companion for Major Bon-naffon, producing the same perfect formed blooms of pure white, about November 1st.
- 5 9/10 **Smith's Sensation.**—(Introduced by us 1912.) A delicate shade of pink, of fine incurved form.
- 4 9/5 **Timothy Eaton.**—Large incurved white Japanese, equally serviceable for exhibition or commercial use.  
\$4.00 per hundred; \$35.00 per thousand.
- 3½ 9/10 **Western King.**—(Introduced by us 1897.) Pure white, very regular incurved form; excellent stem and foliage. Its slow propagation is its only fault.  
\$5.00 per hundred.
- 4 8/30 **White Chieftain.**—A white sport from the well-known variety Chieftain.
- 3½ 9/10 **White Perfection.**—(Introduced by us 1913.) High rounded incurved, of exceptional depth and purest white. Fine shipper and keeper; one of the very best whites for Thanksgiving use.  
\$5.00 per hundred; \$40.00 per thousand.
- 4 9/5 **Yellow Eaton.**—Large incurved sport from Tim Eaton, equally serviceable for exhibition or commercial use.  
\$4.00 per hundred; \$35.00 per thousand.

## LATE.

Some of the late varieties mentioned will perfect flowers by November 10th, if early buds are secured and the season is favorable. On the other hand they may be retarded by planting late and securing late buds.

\$3.00 per hundred; \$27.50 per thousand, except where otherwise quoted.

Not less than 25 of a variety at hundred; 250 at thousand rate.

Height	Bud	
4	9/5	<b>Antique.</b> —A deep bronze sport from Dr. Enguehard; a duplicate of Enguehard in all respects save color.
5	9/15	<b>Chadwick Improved.</b> —(Introduced by us 1909.) A pure white sport from W. H. Chadwick. Japanese incurved. \$5.00 per hundred; \$40.00 per thousand.
4	9/15	<b>Chadwick Supreme.</b> —In color, bright pink; in form, reflexed; of Viviani Morel type, and in habit it is a duplicate of W. H. Chadwick, the variety from which it is a sport. \$5.00 per hundred; \$40.00 per thousand.
3½	9/25	<b>December Gem.</b> —(Introduced by us 1911.) This variety blooms from the last of November to the middle of December, according to date of buds. White, with a slight pink tinge. Ball shaped. Very stiff, wiry stem. \$4.00 per hundred; \$35.00 per thousand.
4	9/5	<b>Dr. Enguehard.</b> —Bright rose pink, double from either bud; while those from the late buds are somewhat smaller, they are greatly improved in color.
5	9/25	<b>Edwin Seidewitz.</b> —A beautiful late, incurved, bright pink, maturing from Thanksgiving to early December. Surpasses all late pinks we have grown. \$4.00 per hundred; \$35.00 per thousand.



Helen Frick



Nagoya



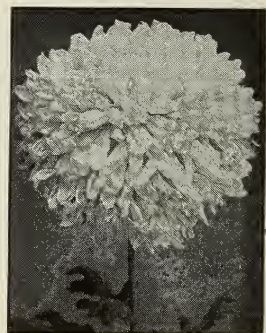
Harvard



John Burton



Tekonsha



December Gem

5	9/15	<b>Golden Chadwick.</b> —Yellow sport from W. H. Chadwick. By planting late may be had for Thanksgiving or later. \$5.00 per hundred; \$40.00 per thousand.
5	9/30	<b>Harvard.</b> —(Introduced by us 1912.) Japanese reflexed, very dark crimson. In perfection November 15th or later. The best red yet introduced; double from any bud.
3	9/10	<b>Helen Frick.</b> —(Introduced by us 1904.) A fine, late, dark pink Japanese incurved; stem and foliage good. \$4.00 per hundred; \$35.00 per thousand.
5	9/15	<b>Improved Golden Chadwick.</b> —Several shades darker than the original Golden Chadwick, identical in other respects except possibly more difficult to propagate. \$5.00 per hundred; \$40.00 per thousand.
4	10/5	<b>Jeanne Nonin.</b> —Another fine late white, with large incurved blooms. The early buds give rather coarse flowers, and to our mind not as fine in form as from the later ones. \$4.00 per hundred; \$35.00 per thousand.



3	10/5	<b>John Burton.</b> —(Introduced by us 1904.) The latest pink Chrysanthemum we know of. Can be had from Thanksgiving to Christmas. Medium size. \$4.00 per hundred; \$35.00 per thousand.
3½	9/10	<b>Major Bonnaillon.</b> —A fine yellow, easy of cultivation and incurved form.
4	9/30	<b>Mistletoe.</b> —Blush white; strong, upright growth. One of the latest; not ready to cut until December. \$4.00 per hundred; \$35.00 per thousand.
4	9/10	<b>Nagoya.</b> —(Introduced by us 1899.) Reflexed form, clear bright yellow, one of the best for Thanksgiving. Fine stem and foliage. \$4.00 per hundred; \$35.00 per thousand.
3½	9/10	<b>Tekonsha.</b> —(Introduced by us 1915.) The best large flowering bronze for Thanksgiving. Coming just right for this event. Strong upright growth. Those desiring a late bronze should not overlook this variety. \$4.00 per hundred; \$35.00 per thousand.
3	9/20	<b>White Bonnaillon.</b> —(Introduced by us 1900.) Incurved white; still grown in quantity.
3	9/10	<b>White Helen Frick.</b> —(Introduced by us 1910.) A very desirable late white, coming for Thanksgiving and later. Dwarf habit. \$4.00 per hundred; \$35.00 per thousand.
5	9/15	<b>W. H. Chadwick.</b> —Large incurved white, sometimes shaded pink. \$5.00 per hundred; \$40.00 per thousand.

## POMPON SECTION

Pompons are becoming more popular year by year, being especially desirable for pot plants, and lend a distinctive grace and beauty to floral decorations of all kinds.

# New American Chrysanthemums for 1917

Originated by Elmer D. Smith & Co.

Delivery about February 15th.

**Little Gem.**—A seedling from the little yellow of Japanese origin, known as Baby, and possesses the same form of petal, but is somewhat larger, about one inch in diameter. Color, a very pleasing shade of lavender pink. Strong upright growth, in perfection first week of November. Entirely distinct from any Pompon. An acquisition to those desiring artistic arrangements and the commercial grower need have no hesitancy in securing this striking novelty, as strong demand is assured. At Cleveland, in 1915, Little Gem was given the highest scoring of any seedling submitted, not excepting the large flowering by the C. S. A. Judges. (See cut back cover.)

Price—50c each; \$4.00 per ten; \$30.00 per hundred.

No discount for rooted cuttings from this variety, price same as for plants.

## INTRODUCTION OF 1916

**Nordi.**—A pure white Pompon maturing Nov. 10th to Thanksgiving. Seven to eight medium sized flowers to the spray, with strong wiry stem. From equal space this variety will double the quantity of sprays to those produced by either Helen Newberry or Lulu the best two late white Pompons in commerce.

\$6.00 per ten; \$50.00 per hundred.

**Zora.**—This variety we were unable to disseminate last year owing to the misfortune of losing most of stock. An early bright yellow maturing October 15th to 20th, nice large sprays coming a few days ahead of Zenobia. This is the earliest good yellow Pompon we know of.

\$2.00 per ten; \$15.00 per hundred.

No discount for rooted cuttings from this variety, price same as for plants.

**Peace.**—Flowers large for a Pompon, delicate pink, best disbudded.

80c per ten; \$6.00 per hundred.

## STANDARD VARIETIES

**\$3.00 per hundred; \$25.00 per thousand.**

**Not less than 25 of a variety at hundred; 250 at thousand rate.**

The prices quoted are for established plants from 2¼" pots. We allow 20% discount (1/5) to those desiring rooted cuttings (with the exception of the Novelties for 1917) provided not less than 25 of a variety are ordered.

**Baby.**—Clear bright yellow; very late.

**Celco.**—(Introduced by us 1914.) Bright yellow, approaching orange; similar to that of Golden Climax, only a little flatter in form, but will produce two to three times as many flowers to an equal space. Medium sized. Tall.

**Clorinda.**—(Introduced by us 1910.) Semi-dwarf, producing erect sprays of an even shade of bronze. One of the best for specimen plants.

**Diana.**—A fine pure white.

**Fairy Queen.**—A delightful deep Enchantress color, of medium size, round and full, elegant foliage and a good keeper.

**Frank Wilcox.**—(Syn. Mrs. Beu and Souv. d'Or.) Golden bronze of special merit to those desiring late Pompons.

**Golden Climax.**—A very pleasing shade of bright yellow; medium size and height.

**Golden Harvest.**—Very similar to Golden Climax, except it has a tinge of bronze added to the yellow.

**Golden West.**—A small golden yellow flower of great substance. Dwarf.

**Helen Newberry.**—The latest white Pompon; just as good and a little better than the popular variety Diana, which it follows for Thanksgiving and up to Christmas.

**Illona.**—(Introduced by us 1915.) Rosy lavender, much the same color as Western Beauty but produces larger sprays, hence is more profitable. Large; height medium. Nov. 10th.

**\$4.00 per ten; \$35.00 per thousand.**

**Iva.**—(Introduced by us 1908.) Pure amber; fimbriated petals; medium size.

**Julie Lagraverre.**—Deep red; best of its color. Late.

**Klondike.**—Brilliant yellow; compact blooms of medium size.

**La Purite.**—A beautiful pure white.

**Leota.**—(Introduced by us 1914.) Delicate pink, maturing October 20th, and produces large, full sprays; one of the very best; medium size. Dwarf.

**Lillia.**—Deep bronzy red; tall, upright growth; medium size.

**Lillian Doty.**—Flowers beautiful shell pink, best grown to several leads and disbudded to one bloom. Strong, upright growth.

**Minta.**—(Introduced by us 1911.) A very free flowering light pink, unsurpassed by any of this color. Owing to its upright growth it is one of the best for specimen plants.

**Neola.**—(Introduced by us 1915.) Light pink, strong growth with a stem like Quinola; needs very little tying. Large, maturing Nov. 15th to 25th. Dwarf.

**\$4.00 per ten; \$35.00 per thousand.**

**Niza.**—(Introduced by us 1915.) Delicate pink and the earliest of this color, maturing Oct. 10th. Those desiring early Pompons should secure this variety. Medium sized flowers. Dwarf.

**\$4.00 per ten; \$35.00 per thousand.**

**Quinola.**—Clear orange yellow; excellent form and good size.

**Rodi.**—(Introduced by us 1915.) The best of its color, purplish rose. Large, strong, upright growth. Tall.

**\$4.00 per ten; \$35.00 per thousand.**

**Skibo.**—(Introduced by us 1905.) Golden chamois; flowers small. Very early.

**Veta.**—(Introduced by us 1915.) Small, pure white flowers; very free. Resembles the old variety Snow Drops, but produces much larger sprays; will supercede Baby Marguerite. Dwarf.

**\$4.00 per ten; \$35.00 per hundred.**

**Western Beauty.**—Flower large, deep rose pink, stiff, upright growth.

**Zenobia.**—Bright, clear yellow. Early.



## ANEMONES.

The Anemone flowers consist of one or more rows of flat or tubular ray florets, with shorter quilled or tubular disc florets of the same or distinct color; are being grown in sprays for artistic floral arrangements. For specimen blooms those marked "large flowering" are best and resort to disbudding to increase the size.

## NEW LATE ANEMONE.

**The Crest.**—Maturing the end of November and may be kept well into December. Owing to the guard petals being very long we cannot recommend this variety to those consigning their stock, but to those retailing their products it will be a welcome addition to the late flowering section. Is also an acquisition for those desiring pot plants for late decorations. When grown cold we have had it in good condition after Christmas. Pure white, showing traces of pink when allowed to remain on the plants for a long time. This variety originated with James Dowlen, Millbrook, N. Y. C. S. A. Certificate.

Price—50c each; \$4.00 per ten; \$30.00 per hundred.

No discount for rooted cuttings from this variety; price same as for plants.

## TWO RECENT INTRODUCTIONS.

**C. L. Hutchison.**—Single row of white ray florets—center yellow, very dwarf; excellent as a small pot plant. Large. 80c per ten; \$6.00 per hundred.

**Golden Parasol.**—Rays and disc both bright yellow. Large. 80c per ten; \$6.00 per hundred.

## STANDARD VARIETIES

\$3.00 per hundred; \$25.00 per thousand, unless otherwise quoted.

Not less than 25 of a variety at hundred; 250 at thousand rate.

The prices quoted are for established plants from 2¼-inch pots. We allow 20% discount (1/5) to those desiring rooted cuttings (with the exception of the Novelties for 1917) provided not less than 25 of a variety are ordered.

**Alpine Glow.**—Large white flower with a glow of pink; very beautiful.

**Ada Sweet.**—Silvery pink, medium size flower; petals mostly quilled; fine for pots.

**Azelda.**—(Introduced by us 1914.) Light pink, shaded lavender; rays and disc florets same shade, except center of cushion, which is cream color.

**Beatrice Asmus.**—Beautiful pure white petals; flat and substantial.

**Bessie Flight.**—Bright, rosy pink, center full. A sport from Mme. Montels.

**Diantha.**—(Introduced by us 1913.) Dwarf, compact growth; fine for small pot plant or to grow for sprays. Guard white, high rounded cream-colored center.

**Garza.**—Purest white with yellow center; medium size; rays broad.

**Godfrey's Perfection.**—Resembles Garza, being same size and pure white, but is a better shipper, having four or five rows of ray florets instead of one. Matures for Thanksgiving and is one of the best of recent introductions. Dwarf, making excellent pot plants.

**Golden Lida Thomas.**—A golden yellow sport from Lida Thomas, and, like its parent, matures just right for Thanksgiving. Good in every way. We consider this the best for florists' use. \$4.00 per hundred; \$35.00 per thousand.

**Lida Thomas.**—Small flower, white, two rows of flat petals, center delicate yellow; late.

**Mary Colladay.**—A seedling of Garza, with habit of parent; in color, a rich rosy lavender pink. Extremely free of and excellent keeping qualities.

**Miss Katherine Simmons.**—Soft pink; one row of quilled petals loosely arranged; yellow center.

**Mrs. Jacob Wellauer.**—Beautiful lilac color; flat petals; large honeycombed center.

**Mrs. Shimmins.**—Apricot, shading to red. Belongs to the large flowering section. Semi-dwarf and free.

**Princess.**—Very similar to Garza, the principal difference being it has strap-shaped ray florets instead of semi-tubular. Is much freer of propagation and in our opinion better than Garza for general use.

Surprise.—Pink, very large and good.

Yellow Garza.—A yellow sport from Garza, identical in other respects.

### SINGLES.

This section comprises the best varieties for cut sprays and are also useful for specimen plants. Those listed below we consider best and have specified same.

\$3.00 per hundred, except where otherwise quoted. Not less than 25 of a variety at hundred rate.

No discount for rooted cuttings from this section; price same as for plants.

Anna.—(Introduced by us 1909.) Pure white; belongs to the true single section, having but one row of petals. Fine for pot plants.

Blazing Star.—(Introduced by us 1913.) The best bright single red to grow for sprays.

Caledonia.—Beautiful shade of pink and very useful for those retailing their crop; not a good shipper.

Catherine Livingstone.—A pleasing shade of lavender pink; strong grower and produces fine sprays.

Ceddie Mason.—A fine scarlet crimson; long stem; very free.

Golden Mensa.—Doubtless the best single yellow for general purposes. \$4.00 per hundred.

Hilda Wells.—Beautiful Tuscan red with a light yellow tinting at base of petals.

Indicum.—Yellow, very small. The original wild variety from China.

Itaska.—(Introduced by us 1910.) Bright pink, petals incurving like R. B. Burge; late.

Josephine.—A splendid single yellow of exceptional merit.

Ladysmith.—Early pink; useful for bush plants.

Little Barbee.—Clear canary yellow; exceptionally large sprays of medium sized flowers. This we consider the best yellow, either for cutting or pot culture.

Mensa.—One of the largest single whites; produces freely on long, stiff stems. \$4.00 per hundred.

Merstham Jewel.—Terra cotta, with golden points and center.

Mrs. E. D. Godfrey.—Very strong grower. Light pink. Excellent as a late single.

Mrs. Wm. Buckingham.—A large, flat flower of a lovely shade of rosy pink, and keeps well, both on or off the plant. \$4.00 per hundred.

Queen.—(Introduced by us 1913.) The best late single white, maturing from Thanksgiving into December.

Stanley Ven.—Rose color, producing loose and graceful sprays. One of the best.

### EARLY HARDY SECTION.

The majority of Chrysanthemums are hardy south of the Ohio river and many are hardy in the northern states, as far as the plant is concerned, but they must flower before early frosts to be of service. The varieties offered below generally flower from the last of August to the 15th of October.

\$6.00 per hundred. Not less than 25 of variety at hundred rate.

No discount for rooted cuttings from this section; price same as for plants.

The small or Pompon varieties are so indicated in the descriptions; the others have larger flowers more like Asters.

**A. Barham.**—Beautiful orange bronze; early.

**Billancourt.**—Brilliant terra-cotta; vigorous grower.

**Boston.**—Strong upright growth, clear bronze.

**Carrie (Syn. Glory of Seven Oaks.)**—Deep yellow; a beauty.

**Chaldron.**—Reddish crimson with gold tips. Large flower.

**Champ d'Or.**—Canary yellow; very bushy habit.

**Cranfordia.**—Exceptionally early; deep bronzy yellow.

**Cransford Pink.**—Beautiful shade of light pink.

**Cransford White.**—Purest white; very desirable.

**Daisy.**—A pure white daisy-like flower; belongs to the Pompon or small flowered section.

**Dorothy.**—An early snow white; vigorous.

**Gold Nugget.**—Belongs to the Pompon section. Yellow streaked bronze. Early and free.

**Harvest Home.**—Deep bronzy yellow; excellent.

**Hermine.**—A pure white, reflexed.

**Holmes White.**—Pure white, dwarf and very hardy.

**Lady Mary Hope.**—White, slightly shaded blush; good habit.

**Little Bob.**—Small red flowers. very free and pretty; belongs to the Pompon section.

**La Somme.**—Deep mauve pink.

**Mrs. Porter.**—Large reddish bronze; strong grower.

**Normandie.**—One of the earliest and best creamy whites.

**Winnetka.**—(Introduced by us 1914.) Pure white; very free flowering from July onward.

### DECORATIVE SECTION.

The following varieties are especially adapted for the production of large or small specimen plants. Where large specimens are required, they should be started in January or February. Medium sized plants can be produced from cuttings struck in March, and for those who desire to grow small sizes for market trade, this work may be continued until the middle of June.

**\$6.00 per hundred. Not less than 25 of a variety at hundred rate.**

**No discount for rooted cuttings from this section; price same as for plants.**

**August Dasse.**—Very solid flower of excellent keeping quality; globular in form; color, intense yellow. Dwarf.

**Brutus.**—Beautiful shade of bronze, most useful as a specimen plant. Dwarf.

**Butler's Caprice.**—Sport of Caprice du Printemps. Deep pink. Dwarf.

**Golden Robin.**—(Introduced by us 1913.) An improved Golden Age, either as a specimen plant or for commercial yellow. Golden Wedding is light yellow by comparison. Dwarf.

**Greystone.**—This variety comes highly recommended as one of the best for specimen plants. Color, beautiful golden orange. Dwarf.

**Hallowe'en.**—(New 1916.) Reddish bronze, matures last of October.

**\$1.20 per ten; \$10.00 per hundred.**

**Lady Lydia.**—Pure white. Dwarf.

**Lilac Caprice.**—Deep lilac. Dwarf.

**Purple Caprice.**—Purple. Dwarf.

**White Caprice.**—White. Dwarf.

**Yellow Caprice.**—Clear yellow. Dwarf.



## EXHIBITION SECTION

# New American Chrysanthemum for 1917

### Originated by Elmer D. Smith & Co.

Delivery on or before February 1st. Not less than 5 plants of a variety at ten and 25 at hundred rate.

**Miss Anola Wright.**—Rose pink in color, resembling Chieftain or Dr. Enguehard, or possibly intermediate between the two, having less of violet or lavender of the former and slightly softer than the latter when seen at its best. Of large size, 8½ inches or more in diameter. A strong grower with medium-sized foliage; its only weak point is, the stem is scarcely strong enough to hold the large bloom erect without support, but is no worse than many exhibition sorts. It eclipses Lady Hopetoun and Wells' Late Pink in color, possessing a more rosy tint. Buds selected August 30th, or soon after, produce the best blooms.

Price—\$1.50 each; \$12.50 per ten; \$100.00 per hundred.

No discount for rooted cuttings from this variety, price same as for plants.

#### EXHIBITION VARIETIES FOR FLORISTS' USE.

Not less than 5 plants of a variety at ten, and 25 at hundred rate.

As exhibition varieties are of less importance to those in the trade, we have placed them last in the catalogue. The varieties mentioned are best for those who desire specimen blooms and are most likely to give the highest percentage of perfect flowers.

White—		Per	Pink—		Per
	Per Ten	Hundred		Per Ten	Hundred
Artista .....	\$2.50	\$20.00	Elberson .....	\$ .80	\$ 6.00
Christy Mathewson .....	.60	4.00	Nerissa .....	.80	6.00
Elvia Scoville .....	1.20	10.00	Wells Late Pink.....	.80	6.00
Wm. Turner .....	.60	4.00			
Yellow—			Crimson—		
Lenox .....	.60	4.00	His Majesty .....	1.00	8.00
Nakota .....	1.00	8.00	Mrs. Harry Turner.....	1.00	8.00
Odessa .....	.80	6.00	Pockett's Crimson .....	.80	6.00
Ogontz .....	2.50	20.00	Bronze—		
Yellow Turner .....	2.50	20.00	Calumet .....	1.00	8.00
			Glenview .....	.80	6.00
			Kewanee .....	1.00	8.00

In addition to the foregoing the following Commercial kinds produce large bloom, and as a whole are easier to manage. They are very acceptable to those desiring large blooms for window display.

**White.**—Josephine Foley, October Queen, Western King.

**Red.**—Dick Witterstaetter.

**Yellow.**—Chrysolora, Marigold.

**Bronze.**—Tekonsha.

For descriptions and prices see Commercial Section.

To those interested in Exhibition sorts and are in position to plant early, giving them careful attention and in most instances secure buds early in August, should have satisfactory results with the following kinds:

**White.**—Mrs. Gilbert Drabble, Mrs. J. P. Mitchel, Mrs. R. H. Boggs, Silver King.

**Yellow.**—Bob Pulling, Hon. Mrs. Lopes, Francis Joliffe, James Frazer, Mrs. G. Lloyd Wigg, Wm. Rigby.

**Pink.**—Glen Cove, Lady Hopetoun, Meudon, Morristown, Mrs. J. Gibson, Tarrytown.

**Crimson.**—Flamingo, Mrs. G. G. Mason, Miss L. M. Bennett, Wm. Vert.

**Bronze.**—Bronze Brighthurst, C. H. Totty, Fatouma, H. E. Converse, Ongawa, Rose Pockett.

**Amaranth.**—Earl Kitchener, Mankato, Reginald Vallis, T. Carrington.

Prices on application.

We have in stock many kinds not mentioned above. If in need send us a list of wants for prices.



# *Smith's* Revised Chrysanthemum Manual

(THIRD EDITION.)

By ELMER D. SMITH

Who has made a Specialty of Chrysanthemum Culture for the past Twenty-five years.

This booklet treats the subject in a concise yet lucid manner, covering the whole work from the care of stock plants to the staging of blooms. The best work on American Chrysanthemum Culture. Both amateur and florists have been provided with articles for their special needs.

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## CHRYSSALINE *The Ideal Food Plant*

We regret our inability to accept orders for Chryssaline. Some of the ingredients entering into this preparation have advanced from 500 to 1000% in the past two years. For this reason those who have depended upon Chryssaline in the development of their plants should endeavor to seek some other agency to promote healthy growth, at least until prices for such commodities recede.

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THE ONLY FIRM IN AMERICA GROWING  
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